

# The Power of Giving



Donor support makes an immeasurable impact.

Just ask Jordann Campbell and her dad, Steve.



# The Power of Giving...

**NO MATTER WHAT ITS FORM, IT IS A POWERFUL HUMAN EXPRESSION FOR THE GIVER AND THE RECEIVER.**

The impact of that moment can be significant for both. For charitable organizations such as ours, philanthropy is much more than the dollars received. It is about relationships, accountability and trust – ensuring each expression of giving is honoured as intended.

Philanthropy remains vital to today's hospitals, contributing to the environment, technology, services and research that, together, lead to better care and outcomes. Also, for many at St. Joseph's who come to us for care over months and years, philanthropy ensures comforts that enhance living. The smallest gesture can have an immeasurable impact.

It is a pivotal time at St. Joseph's Health Care London as we complete a 15-year period of hospital redevelopment and prepare for the next generation of care needs to serve our community. With a new vision and strategic plan, St. Joseph's is going to where care will be needed most. And we are responding with some of the most exciting care and research philanthropic opportunities in our history. Following many months of engagement to identify those priorities key to our community's health, we have determined our next set of priorities. We look forward to sharing these with our community in the coming months.

As the local charitable sector continues to feel the effects of a slow economic recovery, the generous support of our community in 2011-12 is deeply appreciated. Our Foundation received over \$5.0 million, enabling us to grant more than \$3.5 million to support care and research. Individual Foundation grants ranged in size from as little as a few hundred dollars for specific program or project needs, to several thousands of dollars for frontline needs that touched patients across St. Joseph's Hospital, Parkwood Hospital, Mount Hope Centre for Long Term Care, and Regional Mental Health Care London and St. Thomas. The Foundation also made a significant contribution of \$2.0 million towards its multi-year commitment to hospital redevelopment. Net of expenses and inclusive of investment income, the Foundation's cash outflow was \$0.3 million, demonstrating the extent to which all new revenue was invested immediately back into hospital care and research. Total expenses incurred to raise funds and administer grants increased slightly by 1.9 percent.

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For the third consecutive year, Foundation investments showed positive returns. While more modest than the prior two years, returns were almost \$1.4 million or 2.7 percent on its average investment portfolio.

As of March 31, 2012, Foundation total assets were \$51.9 million. Of that total, endowed funds reached \$45.8 million, an increase of 1.8 percent over 2010-2011.

**Thank you for your continued confidence in the mission and vision of St. Joseph's and in the power of what your gift can do for those in our care.**

In 2011-12, each dollar spent on fundraising resulted in more than double the return of that investment. As we now move to focus our efforts on transformational patient care and research projects, it is expected that this return will continue to grow significantly.

The power of giving is also about the change it can create for others. While 'doing good feels good', gifts of all sizes reach the frontline of care or one of our many groundbreaking research projects, all making a lasting difference in the lives of others.



To learn more about the impact of your support and to view a full listing of grants made to patient care, teaching and research, please visit the St. Joseph's Health Care Foundation website at [sjhcfoundation.org](http://sjhcfoundation.org)

**Michelle Campbell,**  
President and CEO  
St. Joseph's Health Care Foundation

**Ron Martindale Jr.,**  
Chair, Board of Directors  
St. Joseph's Health Care Foundation

## 2011-2012 Board of Directors

Ron Martindale Jr., *Chair*  
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Jim Mignault  
Dr. Hassan Razvi  
Dr. Walter Romano  
Rick Spencer  
Patrick Tremblay

Michelle Campbell  
*President & CEO*

*\*Resigned during term.*

CHARITABLE REGISTRATION NUMBER: BN 11918 3390 RR0001



# Fiscal 2011-2012

## REVENUE SOURCES

**29%**  
LEADERSHIP GIVING

**26%**  
LEGACY GIVING

**25%**  
SPECIAL EVENTS

**17%**  
DIRECT FUNDRAISING

**3%**  
COMMEMORATIVE GIVING

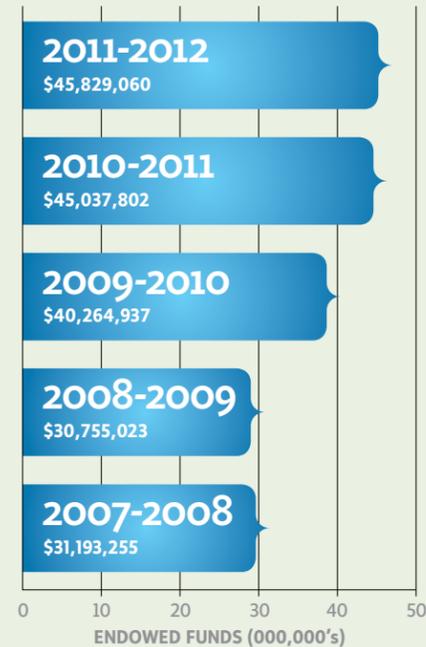
## GRANT DISBURSEMENT

**62%**  
PATIENT CARE

**32%**  
RESEARCH

**6%**  
EDUCATION

## ENDOWED FUNDS



Because of the power of giving within our community, the Foundation was able to grant more than \$3.5 million to support a variety of patient care, education and research initiatives.

## CONDENSED STATEMENT OF REVENUE

Year Ended March 31	2011-2012				2010-2011
	Unrestricted	Restricted	Endowed	Total	
<b>REVENUES</b>					<b>Total</b>
Total Revenue	\$2,035,284	\$2,605,668	\$376,038	\$5,016,990	\$6,119,090
Expenses	(2,990,982)	(160,116)	-	(3,151,099)	(3,092,564)
Interfund Transfers	525,804	(134,098)	(391,706)	-	-
Investment Income	168,646	-	1,222,284	1,390,930	4,951,650
Grants	(656,640)	(2,484,680)	(415,358)	(3,556,678)	(5,440,780)
<b>NET</b>	<b>\$(917,888)</b>	<b>\$(173,226)</b>	<b>\$791,258</b>	<b>\$(299,857)</b>	<b>\$2,537,396</b>

In addition to the condensed financial information provided in this report, a complete set of financial statements is available on our website at [sjhcfoundation.org](http://sjhcfoundation.org), or by calling the Foundation office at 519 646-6085.

# Because of St. Joseph's...

## ...youth are inspired to give back.

The loss of a beloved teacher inspired two Medway High School students to take a leadership class project to a whole new level – raising more than \$2,500 for St. Joseph's new Breast Care Centre.

"We never dreamed of doing something to this scale. We never thought it was possible."

Chelsea Read

## ...patients are leaving a legacy.

Despite a devastating accident when she was 19, Dianne Lesperance has survived and thrived. Through a bequest to St. Joseph's Parkwood Hospital, she's ensuring that others will receive the same wonderful care and support she did.

"I want to do what I can to ensure that the people facing the biggest challenges get the best possible care and support."

Dianne Lesperance

## Year in Review... 2011-2012



### FIRST QUARTER (APRIL - JUNE)

#### Celebrating sight and volunteers

The Run for Retina Research has become a London tradition. This year marked the 10th anniversary, and in tribute of the many volunteers, participants, sponsors and the London community, a celebration dinner was held in their honour. A record-breaking year, the 2011 event raised \$46,000 for care and research at St. Joseph's Ivey Eye Institute.

#### A good morning

It was a good morning as Valerie Pringle, one of Canada's most accomplished television hosts, and her daughter Catherine, shared their family's experience with mental illness at the 5th annual Breakfast of Champions. Joining the conversation were nearly 1,000 people, making it the most successful Breakfast to date. The event is a partnership between St. Joseph's and the Canadian Mental Health Association.

#### Ride for a fallen hero

Commemorating the life and sacrifice of Trooper Mark Wilson, a London native who was killed in Afghanistan, the 2nd annual Trooper Mark Wilson Ride brought together the community and generations of veterans for a day of remembrance, camaraderie and a great cause. Thanks to the 60 motorcycle riders, and all who pledged their participation, the 2011 motorcycle ride raised more than \$7,800 for the Veterans Care Program at St. Joseph's Parkwood Hospital.

## ...more discoveries will be made.

Through the power of giving, Research Chairs at St. Joseph's Lawson Health Research Institute are contributing to our community, and to the medical community far beyond.

"For me, it's all about the sense of discovery. I like the idea of taking what I'm doing at the bench and translating it into helping patients."

Dr. Peter Cadieux

## ...donors are making an impact.

Whether it be major equipment purchases and research programs or smaller items that assist people on a day-to-day level, donors are making life a little easier for patients and residents at Parkwood Hospital.

"Many of the items are not expensive, so we can influence care in several different areas. We really feel involved in how the funds are being used."

Anne Toal

## ...specialized skills are developed.

It takes specialized knowledge to provide compassionate care in the final days of life. A grant from the Foundation in 2011 helped Dr. Singh create a residency program in palliative care that will ensure there are more physicians with this expertise.

"The grant gave me protected time to develop the residency program in palliative care. When we train people here, they're more likely to stay and practice here."

Dr. Anita Singh



TO READ MORE ABOUT THESE AND OTHER STORIES, ACCESS THE FOUNDATION'S WEBSITE USING YOUR SMARTPHONE AND THIS QR CODE, OR VISIT:

[SJHCFoundation.org/AnnualReportStories](http://SJHCFoundation.org/AnnualReportStories)



**SECOND QUARTER** (JULY - SEPTEMBER)



**THIRD QUARTER** (OCTOBER - DECEMBER)



### Just keep swimming

An extraordinary example of channelling one's passion for the health of others, Greg Willoughby took on the monumental challenge of swimming across Lake Ontario to raise awareness and funds for St. Joseph's Regional Mental Health Care programs. Thanks to the support of many donors, and Greg's determination, the swim raised \$10,500 in support of state-of-the-art videoconferencing equipment.

### Paying Tribute to breast care excellence

The 2011 Tribute Dinner kicked off national Breast Cancer Awareness month by honouring our specialized care team and the many people we serve. Chaired by Kim and Paul Spriet, more than \$180,000 in proceeds from the event were directed to the Spirit of St. Joseph's Fund.

### Investing in research

The W. Garfield Weston Foundation pledged \$200,000 to highly specialized research in urological sciences through Lawson Health Research Institute. This leadership investment will support Dr. Peter Cadieux and his team, giving them the tools they need to continue their research in advancing urological care and outcomes.



### The Spirit of the Season is felt throughout the year

One of our most successful holiday campaigns ever, donor response to the 22nd annual Season of Celebration raised more than \$445,000. Proceeds supported care and comfort items for veterans, renovations for the new Breast Care Centre, a new craft room at Mount Hope Centre for Long Term Care, upgrades to outdoor facilities at Parkwood Hospital, and exercise equipment at Regional Mental Health Care London.



**FOURTH QUARTER** (JANUARY - MARCH)

### Doing what we do best

Because of generous community donors, the Foundation's spring granting program was able to grant funds supporting care, teaching and research across St. Joseph's and Lawson Health Research Institute. In March, a grant of more than \$1.75 million was made to support redevelopment projects, research, resident comfort items and major medical equipment.



### A look of change

This year, the Foundation unveiled its refreshed brand including a new logo and reinvigorated website. Our brand look matches our energy and vision of being a leader in fundraising, granting and donor stewardship programs including donor accountability.

## MISSION

To gather, grow and grant philanthropic funds that enable St. Joseph's Health Care London to pursue excellence in care, teaching and research.

## VISION

To be a recognized leader in our fundraising, granting and donor stewardship programs through a passionate commitment to patient care, donor accountability and volunteerism.

## VALUES

Respect, Excellence and Integrity.



St. Joseph's Health Care Foundation is committed both through policy and practice to ethical fundraising practices and the highest standard of financial accountability.

The Foundation is proud to be one of the more than 350 national charities granted the use of Imagine Canada's Ethical Code trustmark.

## On the cover:

Instead of gifts for her 13th birthday, Jordann Campbell asked her friends to make a donation in support of spinal cord research at St. Joseph's Parkwood Hospital. What would inspire such a selfless act? For Jordann it was for the love of her father, Steve.

To read the full story, please visit [sjhcfoundation.org/AnnualReportStories](http://sjhcfoundation.org/AnnualReportStories)



"We stand on the cusp of a new era and our ability to take the next steps depends on our collective spirit of community and the power of giving."

**Dr. Gillian Kernaghan,**  
President and CEO  
St. Joseph's Health Care London

801 Commissioners Road E, London ON N6C 5J1 519 646-6085

Renowned for compassionate care, St. Joseph's is one of the best academic health care organizations in Canada dedicated to helping people live to their fullest by minimizing the effects of injury, disease and disability through excellence in care, teaching and research.

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